

## ABSTRACT

A customer data capture system integrated with a dealership data management system allows customer and vehicle maintenance data to be exchanged between a kiosk on the floor of the dealership and the data management system. The customer inserts a customized card into a kiosk, and interacts with the pre-programmed software on the kiosk. The software recommends scheduled maintenance services and suggests potential coupon savings, based on the information received from the customer's card and the information stored in the data management system. A service order is generated and routed to the service department. As a result, the accuracy and speed of entering customer data are enhanced, while the dealership is able to offer value-added services at the point of sale, thus enhancing the dealership's business relationship with the customer.